***Tips for Creating Titles***

Remember, titles…

* may be the only piece of information a database provides about a source
* should be **accurate, informative, and complete**

***Tips:***

1. **Use specific, rather than general, terms.**

For example, use the specific drug name instead of the class of drug (phenobarbital vs. barbiturate): Current position of phenobarbital in epilepsy and its future**.**

* + This lets other researchers know exactly which drugs in that class you are looking at (in your abstract, you can use the general class name, but the title should be as specific as possible.

1. **Use common word order combinations.**

For example, state “bovine tuberculosis” rather than “tuberculosis found in bovines”: Cattle movements and bovine tuberculosis in Great Britain.

* + Researchers will use the standard language for a discipline when searching for information sources, and will be more likely to read your material if you use the proper terms to describe a topic.

1. **Avoid abbreviation, acronyms, and initials in the title**

For example, if the title was “Back to basics: considerations in evaluating the outcomes of CF” what does the CF stand for? Cystic fibrosis, community forestry, or something else? Better to be specific: Back to basics: considerations in evaluating the outcomes of community forestry.

* + The acronym, abbreviation, or initials can be used in the abstract.
  + The only potential exception that is generally accepted to just use a shortened version is when referring to well-known government agencies (e.g. USDA) in the title. But if there are other terms that can be interpreted (e.g. DOI = Department of the Interior, or Digital Object Identifier) then the full name should be written out in the title.

1. **When using scientific names, use the entire name in the title.**

For example, just writing P. concolor in the title, one would not know if the source discussed a species of mosquito, mountain lion, or orchid.

Complete genome sequences of two novel Puma concolor foamy viruses from California.

1. **Refer to chemicals by using their common (generic) names rather than formulas.**

For example, Sodium chloride, rather than NaCl: Sodium chloride drives autoimmune disease by the induction of pathogenic TH17 cells.

* Some databases will allow you to search by chemical formula, but many do not

1. **Know your audience**

* Does the journal seem to have a preference on titles?
  + Use of colons, short or long titles, humorous or formal in nature?
* Use the most specific words in your title, synonyms in the abstract to make it findable.

***Tips for Creating Abstracts***

Remember, abstracts should…

* **outline the most important aspects of the research**
* **provide a limited amount of detail** on the background, methodology, and results
* be as **concise, accurate, and readable** as possible.
* help other researchers discover the research in databases

***Tips:***

1. **Length**

* Check for specifications on the maximum length the abstract should be. Most publications range between 100-300 words, do not exceed the directions stated for a specific dissemination option (journal, conference proposal, conference proceeding, etc.)

1. **Use synonyms**

* Include synonyms for words and concepts that appear in the title. For example: If the word “stillbirths” is in the title, mention “perinatal deaths” in the abstract.
  + This tactic will help to make sure your research is found, as it provides additional terms for researchers to use in order to come across your source.

1. **Consistency and organization**

* Organize your abstract with the most important information first, and try to avoid referencing other works.
  + Usually that is done in the paper itself.
* Stay on target, include what is most useful.
  + Mention only the points actually covered in the research

1. **Simplicity**

* Minimize the use of abbreviations and use common word order/combinations.
  + It is ok to use abbreviations, but only after they have been defined first.

1. **Structure** (note, it is possible to combine aspects of the structures below as needed)

* *Background/problem statement:* 
  + What is this my research about?
* *Aim/purpose:* 
  + Why is this being studied? What niche in the scholarly communication landscape does it fill?
* *Method/approach:*
  + What techniques/methods were used? Review article, original research, statistical analysis?
* *Results:*
  + What did I find? (provide enough information to intrigue readers, but not so much that they do not read the actual article)
* *Conclusions:* 
  + What are the implications and impact of the research? (similar to results, provide enough information to intrigue readers, but not so much that they do not read the actual article)